Amendments to the Claims:

1. (Currently amended) Display driver control circuitry for controlling a display driver for an electroluminescent display, the display comprising [[at least one]] a plurality of electroluminescent display elements, the driver including [[at least one]] a plurality of substantially constant current generators for simultaneously driving [[the]] said plurality of display elements, each said constant current generator being configured for regulating the current on an associated display drive line, the control circuitry comprising:

a drive voltage sensor for sensing a voltage on [[a first]] each said display drive line in which the current is regulated by said constant current generator; [[and]]

a voltage controller coupled to said drive voltage sensor for controlling [[the voltage of]] a supply voltage for said constant current generator in response to said sensed voltage, and configured to control said supply voltage to increase the efficiency of said display driver; and

a maximum voltage detect module to detect a maximum voltage of said drive line sensed voltages,

wherein said voltage controller is configured to reduce said supply voltage when this will not substantially reduce said regulated current and/or said display brightness, [[and]] said voltage controller is configured to control said supply voltage such that said constant current generator operates in the vicinity of said constant current generator's compliance limit, and said voltage controller is configured to control said supply voltage responsive to the maximum voltage of said drive line sensed voltages detected by the maximum voltage detect module.

2. (Canceled)

3. (Canceled)

4. (Previously presented) Display driver control circuitry as claimed in claim 1, further comprising means to determine a compliance limit for use by said voltage controller.

5. (Previously presented) Display driver control circuitry according to claim, 1 further comprising a supply voltage sensor for sensing said supply voltage, and means to determine a difference between said supply voltage and said first line voltage, and wherein said voltage controller is configured to control said supply voltage responsive to said difference.

6. (Canceled)

7. (Currently amended) Display driver control circuitry according to claim [[6]] 1, further comprising a supply voltage sensor for sensing said supply voltage, and means to determine a difference between said supply voltage and said maximum voltage, and wherein said voltage controller is configured to control said supply voltage responsive to said difference.

8. (Currently amended) Display driver control circuitry according to claim [[6]] 1, wherein said display comprises a passive matrix display, and wherein said voltage controller is configured to control said supply voltage on a frame-by-frame basis.

9. (Currently amended) Display driver control circuitry according to claim [[6]] 1, wherein said display comprises a passive matrix display having a plurality of rows of display elements, and wherein said voltage controller is configured to control said supply voltage on a row-by-row basis.

10. (Previously presented) Display driver control circuitry according to claim 1 wherein said display has at least one control line for controlling the illumination of said at least one electroluminescent display element, wherein said drive voltage sensor is configured to sense the voltage on said display control line, and wherein said voltage controller has an output for controlling an adjustable power supply configured for providing said supply voltage.

11. (Previously presented) A display driver including the display driver control circuitry of claim 1.

12. (Previously presented) Display driver control circuitry as claimed in claim 1 wherein said electroluminescent display element comprises an organic light emitting diode.

13. (Currently amended) A method of reducing the power consumption of a display driver driving an electroluminescent display, the display comprising [[at least one]] a plurality of simultaneously driveable electroluminescent display elements, the driver including [[at least one]] a plurality of substantially constant current generators for simultaneously driving [[the]] said plurality of display elements, each said constant current generator being configured for regulating the current on an associated drive line and having a power supply for supplying power at a supply voltage for said current generator, the method comprising:

sensing a voltage on each said associated display drive line [[a first line coupled to the current generator,]] in which the current [[in which first line]] is regulated by the current generator; and

controlling said supply voltage responsive to said sensed voltage to reduce said supply voltage when a reduction may be made without substantially altering said regulated current in said associated drive line having a maximum sensed voltage and such that said constant current generator operates in the vicinity of said constant current generator's compliance limit, wherein a maximum voltage detect module is used to detect said maximum sensed voltage of said drive line sensed voltages.

14. (Canceled)

15. (Previously presented) A method as claimed in claim 13, further comprising determining said current generator compliance limit for use in said controlling.

16. (Previously presented) A method as claimed in claim 13, further comprising:

sensing a voltage on a second line, the voltage on said second line being dependent upon said power supply voltage; and

determining a voltage difference between the voltage sensed on said first and second lines;

wherein said controlling is responsive to said voltage difference.

17. (Canceled)

18. (Currently amended) A method according to claim [[17]] 13 further comprising:

sensing a voltage on a further line, the voltage on said further line being dependent upon said power supply voltage; and

determining a voltage difference between the voltage sensed on said further line and said maximum sensed voltage; and

wherein said controlling is responsive to said voltage difference.

19. (Previously presented) A method as claimed in claim 13, wherein said display has at least one control line for controlling the illumination of said at least one electroluminescent display element, wherein said driver drives said control line, and wherein said sensing comprises sensing a voltage on said control line.

20. (Previously presented) A method according to claim 13, wherein a said substantially constant current generator comprises a current source.

21. (Previously presented) A method according to claim 13, wherein a said substantially constant current generator comprises a current sink.

22. (Previously presented) A method according to claim 13, wherein said display comprises a passive matrix display having a plurality of electroluminescent display elements and a plurality of row electrodes and a plurality of column electrodes for addressing said display elements, and wherein said driver is coupled to at least one of said plurality of row electrodes and said plurality of said column electrodes for driving said display.

23. (Previously presented) A method according to claim 22 comprising performing said sensing and controlling on a row-by-row basis.

24. (Previously presented) A method according to claim 22 comprising performing said sensing and controlling on a frame-by-frame basis.

25. (Previously presented) A method according to claim 13, wherein a said electroluminescent display element comprises an organic light emitting diode.

26. (Previously presented) A carrier carrying processor control code to implement the method of claim 13.

27. (Previously presented) Display driver circuitry configured to implement the method of claim 13.

28. (Canceled)

29. (Currently amended) Display driver control circuitry as claimed in claim [[28]] 1, where said maximum voltage detect module comprises a peak detect circuit to detect a peak said sensed voltage on a said drive line, and wherein said peak detect circuit is coupled to a sample/hold circuit.